A. Introduction

The Foundation for Fresno Unified Schools (FFFUS) is a new organization with a big mission, to support Fresno Unified and its community in supporting students in reaching their “FULL POTENTIAL.” The annual Fresno Unified State of Education gala scheduled for October 6th, 2022, has been chosen as the public launch date for the Foundation. The State of Education Gala was a middle level fundraising event for the Fresno Unified Scholarship Fund. With the launching of the Foundation, it was decided to take this event to the next level; from an afternoon luncheon event to an evening event, doubling the number of tables, raising ticket / table prices, and held at a more sophisticated and engaging venue.

While the Foundation can rely on the Gala’s traditional sponsors, with our goal to increase available scholarship dollars we find it necessary to diversify revenue sources and increasing fundraising outcomes.

The need to increase and diversify funding in support of the Fresno Unified Scholarship Fund is an organizational priority. Through this Request for Proposals (RFP), FFFUS seeks bidders to provide the services and specifications as outlined below for a Fundraising Specialist/Consultant. The Fundraising Consultant will work with board members, Foundation staff, and relevant contract service providers to primarily build our sponsorship/fundraising capacity as well as the securing of sponsorships for the event.

B. Proposal Format

In order for FFFUS to conduct the most efficient proposal evaluation, bidders are required to include the following information in their proposals as described below:

1. Contact Information – A description of the bidder and detailed contact information.
2. Price Schedule – A description of the bidder’s price schedule – daily or hourly rates and estimated hours (June 15, 2022, to October 10, 2022)
3. Capability Statement – A detailed response to the service/specifications requested.
4. Bidder’s References – A list of references with detailed contact information (3 minimum).

C. Submission of Proposals & Closing Time

Please submit proposals to: Michael Cortes
Email: michael.cortes@fresnounified.org

Proposals are due by: Wednesday – Wednesday, May 25th (via e-mail)
6:00pm – Pacific Standard Time

All questions pertaining to this proposal must be made via email to Michael Cortes at michael.cortes@fresnounified.org
D. Solicitation Guidelines

1. Agreement
FFFUS intends to issue a Time & Expenses (T&E) agreement to the successful bidder from this procurement process. The agreement will outline approved billing rates for each type of service provided and the terms and conditions applicable to the work performed.

2. Discretion
FFFUS may, at its sole discretion and after the evaluation process, choose not to issue any agreement as a result of this process. FFFUS may also, at its sole discretion, choose to issue as many or as few agreements as deemed necessary to meet FFFUS’s business needs.

3. Offers/Quotations
Prices must be inclusive of all costs, including taxes and fees, in US Dollars. Quotes prices should remain valid for thirty (30) calendar days from proposal submission.

4. Proposal Costs
There is no reimbursement for costs associated with preparing or submission of proposals in response to this RFP or costs associated with possible award negotiation.

E. Proposal Timeline and Evaluation

1. Proposal Timeline
FFFUS intends the follow the below timeline for review and award of this solicitation:

- Submission Deadline: May 25, 2022
- Review of Proposals: May 26, 2022
- Consultant Engagement: June 1, 2022
- Fundraising (Sponsorships) plan presented to Foundation Leadership: June 15, 2022

2. Proposal Evaluation
FFFUS will select the bidders whose offer will provide the most favorable mix of corporate credentials and cost, thereby ensuring overall best value procurement.

The following evaluation criteria will be utilized to evaluate the proposals by an internal evaluation team from FFFUS:

- Technical Capacities
- Past Performance
- Cost Reasonableness
- Cost Competitiveness
F. Required Services / Specifications

1. Detailed Scope of Work:

   a. Assess FFFUS’s current fundraising program, board and staff expectations, current capacity and environmental context for fundraising utilizing past documents and plans and limited interviews.
      - Identify strengths and weaknesses of existing fundraising efforts and infrastructure to determine areas for improvement and development.
      - Assess the opportunities and threats external to the organization as well as the agency readiness that will inform the fundraising plan to ensure its success.

   b. Develop a fund development plan and implementation strategy to build a fundraising event sponsorship program that generates $150,000 - $300,000 annually in unrestricted revenue and is reflective of and in alignment with FFFUS’s mission/vision/values and capacity to execute and sustain.
      - Develop a comprehensive fundraising plan with strategies to increase FFFUS’s fundraising efforts from (i) individuals (ii) corporations and (ii) special events
      - Recommend key components and tactics for 2022

   c. Initiate the implementation stage in conjunction with the Executive Director for an agreed upon time following the completion of the plan.
      - Identify 30 new, vetted, high-potential donors.
      - Secure Sponsorships
      - Provide training and guidance to board members and senior management staff on how to implement the fundraising plan.
      - Recommend a potential course of action to identify resources and establish roles to meet the fundraising strategies outlined in the plan.

   d. Provide and present the fundraising plan to the senior management team by June 10, 2022:  
      - The successful bidder has a proven track record for creative excellence in developing sponsorship fundraising plans and developing organizations’ sponsorship fundraising capacity for our array of programs.
      - The successful bidder must demonstrate a proven track record for raising funds from individual and corporate donors.
      - The successful bidder must have the ability to work independently, excellent written and verbal communications, and with strong outcomes orientation that gets results.
      - If mutually agreed, the FFFUS reserves the right to extend the duration of the contract.